NE Summer Flounder Survey (Conjoint 2000): Question justification.

Question 1-1a   Likert scale question exploring targeting behavior across seven popular target species. Used to develop angler behavior profiles.

Question 2   Days of saltwater and freshwater fishing experience in the last two months, used to characterize angling behavior.

Question 3   Days fishing in particular modes during the past two months is used to characterize angling behavior.

Question 4   Question regarding preferences for catching and keeping or releasing the same seven species listed in Question 1. Use to characterize angler behavior.

Question 5   Question regarding preferences for releasing fish. Use to characterize angler behavior.

Question 6   Boat ownership. Used to create angler profiles.

Question 7   Boat storage. Used to create angler profiles.

Question 8   Location of boat slip. Used to profiling boating locations.

Question 9   Preferences for fish conservation measures. Used to create angler profiles.

Question 10   Reasons for not supporting fish conservation measures. Used to create angler profiles.

Question 11-14   Conjoint questions. Presents angler with two fishing trip choices and a non-fishing trip choice. Allows angler to compare six trip attributes with randomly assigned levels including: cost of traveling to the site, likely catch of summer flounder, minimum size limit for summer flounder, bag limit for summer flounder, likely number of legal size summer flounder, and likely fishing success for all other species. With these attributes we can model angler's preferences for cost, catch rates, bag limits and size limits. It also allow the valuation of changes in regulations.

Question 15   Gender, used for angler profiles.

Question 16   Ethnicity, used for angler profiles.

Question 17   Education, used for angler profiles.

Question 18   Employment status, used for angler profiles.

Question 19   Verification question.